



ATTITUDE - SKILLS - KNOWLEDGE

A man eats two eggs each morning for breakfast. When he goes to the store and pays Rs. 12 a dozen. Since a dozen eggs won't last a week he normally buys two dozens at a time.

One day while buying eggs he notices that the price has risen to Rs. 16. The next time he buys groceries, eggs are Rs. 22 a dozen. When asked, the store owner says, "I get at a higher price and I have to raise my price accordingly". This store buys 100 dozen eggs a day. He checked around for a better price and all the distributors have raised their prices. The distributors have begun to buy from the huge egg farms. The small egg farms have been driven out of business. The huge egg farms sell 100,000 dozen eggs a day to distributors. With no competition, they can set the price as they seem fit.

As the man kept buying eggs the price kept going up. He saw the big egg trucks delivering 100 dozen eggs each day. Nothing changed there. He checked out the huge egg farms and found they were selling 100,000 dozen eggs to the distributors daily. Nothing had changed but the price of eggs. Then week before Diwali the price of eggs shot up to Rs. 40 a dozen. Answer of grocery owner was, "Cakes are being baked for the holiday". The huge egg farmers know there will be a lot of baking going on and more eggs will be used. Hence, the price of eggs went up. Come Christmas, with a lot of cooking, baking, etc. the price of eggs is Rs. 60 a dozen.

The man wanted to do something about the price of eggs. He starts talking to the people in his town to persuade them stop buying eggs. This didn't work because everyone needed eggs. Finally, the man suggested "Buy only what you need". He ate 2 eggs a day. On the way home from work he would stop at the grocery and buy 2 or 4 eggs. Everyone in town started buying only 2 or 3 eggs a day.

The grocery store owner began complaining that he had too many eggs in his cooler. He told the distributor that he didn't need any eggs. Maybe wouldn't need any all week. The distributor had eggs piling up at his warehouse. He told the huge egg farms that he didn't have any room for eggs would not need any for at least two weeks. At the egg farm, the chickens just kept on laying eggs. To relieve the pressure, the huge egg farm told the distributor that they could buy the eggs at a lower price. The distributor said, "I don't have the room for the eggs even if they were free". The distributor told the grocery store owner that he would lower the price of the eggs if the store would start buying again. The grocery store owner said, "I don't have room for more eggs. The customers are only buying 2 or 3 eggs at a time. Now if you were to drop the price of eggs back to the original price, the customers would start buying by the dozen again".

The distributors sent that proposal to the huge egg farmers. But the egg farmers didn't like to part with the extra money they were getting. But, those chickens just kept on laying eggs. Finally, the egg farmers lowered the price of their eggs. But only a few paise. The customers still bought 2 or 3 eggs at a time. They said, "when the price of eggs gets down to where it was before, we will start buying by the dozen." Slowly the price of eggs started dropping. The distributors had to slash their prices to make room for the eggs coming from the egg farmers. The egg farmers cut their prices because the distributors wouldn't buy at a higher price than they were selling eggs for. Anyway, they had full warehouses and wouldn't need eggs for quite a while. And those chickens kept on laying. Eventually, the egg farmers cut their prices because they were throwing away eggs they couldn't sell. The distributors started buying again because the eggs were priced to where the stores could afford to sell them at the lower price. And the customers starting buying by the dozen again.

Now, transpose this analogy to the gasoline industry. What if everyone only bought Rs 200 or 300 worth of Petrol each time they pulled to the pump???

The dealer's tanks would stay semi full all the time. The dealers wouldn't have room for the gas coming from the huge tanks. The tank farms wouldn't have room for the petrol coming from the refining plants. And the refining plants wouldn't have room for the oil being off loaded from the huge tankers coming from the oil fields!!!

Just Rs 200 or 300 each time you buy gas. Don't fill up the tank of your car. You may have to stop for gas twice a week, but the price should come down. Think about it. Also, don't buy anything else at the fuel station; don't give them any more of your hard earned money than what you spend on gas, until the prices come down..." ...

Just think of this concept for a while. Please pass this concept around....reaching out to the masses ...the worldat large.

Before printing, think about ENVIRONMENTAL responsibility.